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Band Aid Jingle

The catchy phrase "I am Stuck on Band Aid, because Band Aid stuck on me" hails from a classic advertising jingle that debuted in 1975. Created for Band-Aid Brand Adhesive Bandages, the jingle was part of a successful campaign to highlight the product's sticking power. The memorable tune was penned by none other than Barry Manilow, and it quickly became an earworm across the United States. Not only did it win a Clio Award for its creativity in advertising, but it also became a cultural icon, representing the brand's commitment to quality and reliability. Johnson & Johnson, the company behind Band-Aid, has long been

recognized for its inclusive advertising, and this jingle is a testament to their heritage of creating memorable and effective marketing campaigns.